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UNITED STATES DEPARTMENT OF AGRICULTURE

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A Summary of the Exhibit. **★ NOV 16 1927 ★**

U. S. Department of Agriculture

UNITED STATES HIGHWAY SIGNS

This pictorial exhibit illustrates the location of the numbered United States Highways, and the direction, information, caution and danger signs to be used on these roads.

Specifications.

Floor space required - width - - - - 10 feet.
depth - - - - 5 feet.
Wall space required - - - - - None.
Shipping weight - - - - - 294 lbs.
Electrical requirements - - - - - None.

UNITED STATES HIGHWAY SIGNS

How It Looks.

This pictorial booth illustrates the location of the United States Highways and the signs which have been adopted by the Joint Board on Interstate Highways and the American Association of State Highway Officials. On the center panel is shown a map of the United States, with red lines indicating the tentative location and numbering of the United States Highways. In the upper left and right hand corners are representations of the shield which will be used as the standard marker for these roads. These show the name of the State in which the road is located and the number of the highway. The initials, U. S., in bold letters, give evidence of the national character of the roads. The background is white and the bordering and letters are black. On the left panel are shown the various types of direction and information signs. These are rectangular in shape and the lettering is black on a white background. On the right panel are the caution and danger signs. These have black letters on a yellow background. These signs are circular, square, octagonal or diamond shapes.

What It Tells.

The booth illustrates the plan which has been adopted to provide a uniform interstate system for identifying the trunk highways and providing signs to direct the traveler. For many years motor vehicle users have been bewildered by the various signs which have been designed to suit the idea of each local subdivision through which the roads pass. As a result there has come a public demand for standardization. In line with this demand a Joint Board of Interstate Highways was appointed by the Secretary of Agriculture at the suggestion of the American Association of State Highway Officials. This group selected

the principal trunk routes of the Federal-aid highway system as United States Highways and gave each one a number. This makes it possible for a cross country tourist to travel with assurance from point to point throughout the country by following the uniformly numbered signs.

Yellow is the color adopted for the danger and caution signs, and the degree of danger is signified by the shape as well as the wording or marking of the signs. A round sign will be used only at railroad crossings; an octagonal sign at points where a complete stop is demanded by extreme danger ahead; and the diamond-shaped sign will always indicate that there is some road condition which calls for exercise of caution. The square sign will indicate the need for a lesser degree of caution. Information and direction signs will be in black letters on a white background. Distances to cities or towns along the main route will be indicated by signs parallel to the center line of the highway. Distances to places off the highway will be shown by signs at right angles to the highway and the side of the road in the direction of the city or town. Physical features, such as creeks, rivers, lakes, etc., will be posted and the traveler will be notified at points where the speed limit changes by suitable signs.

Where to Get Information.

Information may be obtained upon request from the U. S. Department of Agriculture, Washington, D. C.
